Please amend the attorney docket number to read BILL01-00004.

Amendments to the Claims

This listing of claims will replace all prior versions, and listings of claims in the application. Following are the current claims. For the claims that have **NOT** been amended in this response, any differences in the claims below and the current state of the claims is unintentional and in the nature of a typographical error:

Listing of Claims

1. (Currently Amended) A method of advertising during a commercial transaction, comprising the steps of:

providing one or more commercial transaction locations having one or more commercial transaction systems for allowing a customer to conduct a commercial transaction and having a display for displaying programming information to a customer;

inputting by the customer of identification information unique to that customer;

transmitting from a central location to the one or more commercial transaction locations, customer profile information of the customer;

the step of transmitting comprising the steps of converting the customer profile information into a profile <u>data</u> word, and transmitting the profile <u>data</u> word to a select one of the one or more commercial transaction locations from which the customer is conducting a commercial transaction;

decoding at ~~the receiving one of~~ the select one of the one or more commercial transaction locations the profile <u>data</u> word to define decoded profile information and then merging

update information and advertising information, previously transmitted to ~~select one of~~ the select

one of the one or more commercial transaction locations and stored thereat, in accordance with the

~~defined~~ <u>decoded</u> profile information used as a control word to control such merging operation such

that the merged update information and advertising information comprise filtered and customized

update information and advertising information filtered by the decoded profile information;

using the merged update information and advertising information to generate

programming information; and

presenting the programming information to the customer during the ~~fuel dispensing~~

~~operation~~ commercial transaction on the display.

2. (Previously Presented) The method of claim 1, wherein the step of transmitting is

performed using a wireless communication system.

3. (Previously Presented) The method of Claim 1. wherein the one or more commercial

transaction systems have audio and video presentation capabilities.

4. (Previously Presented)   The method of Claim 1, further comprising the step of

transmitting a unique ID to the central location from the commercial transaction locations, the

unique ID associated with the customer and used to perform a matching operation on a central

location database to obtain the customer profile information of the customer.

5.-7. (Canceled)

8. (Currently Amended) The method of Claim 1, wherein the select one of the one or more commercial transaction systems from which the customer is conducting said commercial transaction uses the profile <u>data</u> ~~word~~ to generate the programming information for presentation to the customer during said commercial transaction.

9. (Previously Presented) The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information containing product promotions which are related to a select one of the one or more commercial transaction locations.

10. (Canceled)

11.   (Currently Amended)   The method of Claim 1, wherein ~~the programming information is structured~~ <u>said merging occurs</u> according to ~~priorities~~ <u>priority indicated by the decoded profile information and</u> stipulated by the customer ~~during registration of the customer into a loyalty program~~.

12. (Currently Amended) The method of Claim 1, wherein ~~the customer makes modifications to~~ the programming information <u>is modified</u> during the commercial transaction

based on input received from the customer during the commercial transaction, and ~~the~~

~~modifications are transmitted to the central location to update~~ the customer profile information is

updated at the central location based on the customer input.

13. (Previously Presented)   The method of Claim 1, wherein the customer profile

information is updated according to a type of purchase, and one or more methods of making payment

for the purchase made by the customer at a point-of-sale system affiliated with the one or

more commercial transaction locations.

14. (Previously Presented)   The method of Claim 1, wherein the step of transmitting

transmits the customer profile information to a local office system at the one or more

commercial transaction locations for generation of the programming information, the local office

system transmitting the programming information to a select one of the one or more commercial

transaction systems in use by the customer for presentation to the customer during the

commercial transaction.

15. (Previously Presented)   The method of Claim 1, wherein each of the one or

more commercial transaction systems is uniquely addressable using a wireless communication

system such that the customer profile information is downloaded from the central location to a

select one of the one or more commercial transaction systems from which the customer is

conducting a commercial transaction, and modified customer profile information is uploaded

from the select one of the one or more commercial transaction systems to the central location.

16. (Currently Amended) A system of advertising during a commercial transaction, comprising:

one or more commercial transaction locations having one or more commercial transaction systems allowing a customer to conduct a commercial transaction;

data entry keys for entering customer identification information unique to that customer;

a transmitter at said one or more commercial transaction systems for transmitting said entered customer identification information to a central location;

said central location for transmitting to said one or more commercial transaction locations, customer profile information of said customer in response to receiving said entered customer transaction information;

said central location including a processor for converting said customer profile information into a profile data word, and said central location transmitting said profile data word to a select one of said one or more commercial transaction locations from which said customer is conducting said transaction;

wherein said profile data word is decoded at the select one of said one or more commercial transaction locations to define decoded profile information, and then merging update information and advertising information, previously transmitted to the select one of the one or more commercial transaction locations and stored thereat, are merged in accordance with the defined decoded profile information used as a control word to control the merging operation, such that the merged update information and advertising information comprise filtered update information and advertising information filtered by the decoded profile information; and

a display system for using said ~~previously received and~~ merged update information and advertising information to generate programming information for presentation to said customer during the commercial transaction.

17. (Previously Presented) The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more commercial transaction locations.

18. (Previously Presented) The system of Claim 16, wherein said one or more commercial transaction systems have audio and video presentation capabilities.

19. (Previously Presented) The system of Claim 16, wherein a unique ID is transmitted to said central location from said commercial transaction location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

20. - 22. (Canceled)

23. (Currently Amended) The system of Claim 22, wherein said select one of said one or more commercial transaction systems from which said customer is conducting said commercial transaction uses said profile <u>data</u> word to generate said programming information to said customer during said commercial transaction.

24. (Previously Presented)   The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to a select one of said one or more commercial transaction locations.

25. (Canceled)

26. (Currently Amended)   The system of Claim 16, wherein said ~~programming information is structured~~ merging occurs according to ~~priorities~~ priority indicated by the decoded profile information and stipulated by said customer ~~during registration of the customer into a loyalty program~~.

27. (Currently Amended)   The system of Claim 16, wherein said ~~customer makes modifications to said~~ programming information is modified during the commercial transaction based on input received from the customer during the commercial transaction, and said ~~modifications are transmitted to said central location to update~~ customer input is retained for use in updating said customer profile information at the central location.

28. (Previously Presented)   The system of Claim 16, wherein said customer profile information is updated according to a type of purchase, and one or more methods of making payment for said purchase made by said customer at a point-of-sale system affiliated with said one or more commercial transaction locations.

29. (Previously Presented) The system of Claim 16, wherein said customer profile information is transmitted to a local office system at said one or more commercial transaction locations for generation of said programming information, said local office system transmitting said programming information to a select one of said one or more commercial transaction systems in use by said customer for presentation to said customer during the commercial transaction.

30. (Previously Presented) The system of Claim 16, wherein each of said one or more commercial transaction systems is uniquely addressable using a wireless communication system such that said customer profile information is downloaded from said central location to a select one of said one or more commercial transaction systems from which said customer is conducting a commercial transaction, and modified customer profile information is uploaded to said central location from said select one of said one or more commercial transaction systems.

31. (New) A method of presenting information to a customer while conducting a commercial transaction with the customer, comprising:

electrically transmitting update information and advertising information to a commercial transaction site from a location that is off-site relative to the commercial transaction site, and electrically storing the update information and the advertising information at the commercial transaction site;

after said transmitting and storing, and at a customer interaction location within the commercial transaction site, receiving, from a customer located at the customer interaction location, customer identification information which identifies the customer;

electrically transmitting the customer identification information to the off-site location;

in response to receiving the customer identification information at the off-site location, electrically transmitting from the off-site location to the commercial transaction site customer profile information associated with the customer identification information, including converting the customer profile information into a profile data word, and transmitting the profile data word to the commercial transaction site;

at the commercial transaction site, decoding the profile data word to produce decoded profile information;

at the commercial transaction site, filtering the update information and the advertising information in accordance with the decoded profile information to produce filtered update information and filtered advertising information;

at the commercial transaction site, ordering the filtered update information and the filtered advertising information for presentation in accordance with the decoded profile information to thereby produce programming information; and

at the customer interaction location, displaying a presentation to the customer based on the programming information.

32. (New)   The method of Claim 31, including dynamically pacing execution of the commercial transaction in correspondence with content in the presentation.

33. (New)   The method of Claim 32, wherein said pacing step includes slowing execution of the commercial transaction during presentation of advertising information.

34. (New)   The method of Claim 32, wherein said pacing step includes speeding execution of the commercial transaction during presentation of update information.

35. (New)   The method of Claim 31, wherein said step of electrically transmitting the profile data word includes electrically transmitting the profile data word to the customer interaction location, said step of electrically transmitting the advertising information and the update information includes electrically transmitting the advertising information and the update information to the customer interaction location, said step of electrically storing the advertising information and the update information includes electrically storing the advertising information and the update information at the customer interaction location, and wherein said decoding, filtering and ordering steps are performed at the customer interaction location.

36. (New)   The method of Claim 31, wherein said step of electrically transmitting the profile data word includes electrically transmitting the profile data word to a further location on the commercial transaction site other than the customer interaction location, said step of electrically transmitting the advertising information and the update information includes electrically transmitting the advertising information and the update information to the further location, and said step of electrically storing the advertising information and the update

information includes electrically storing the advertising information and the update information at the further location.

37. (New)   The method of Claim 36, including performing said decoding, filtering and ordering steps at the further location, and electrically transmitting the programming information from the further location to the customer interaction location.

38. (New)   The method of Claim 31, wherein said ordering step includes ordering the filtered update information and the filtered advertising information based on an expected temporal length of the commercial transaction.